



+971 503512708

aravindsyam9999@gmail.com

DOB 09-09-1999



EXECUTIVE SUMMARY

- **Dynamic Marketing Professional with 2+ years of experience in Healthcare Marketing and Strategic Marketing.**
- Proficient in Brand Management, Customer Engagement, and Campaign Management within the healthcare sector.
- Committed to enhancing Patient Experience through Healthcare Promotion Strategies and Data-Driven Decision Making.
- Strong skills in Market Research, Corporate Communications, and Cross-Functional Collaboration to drive brand growth and sales strategy.



CORE COMPETENCIES

Brand Management

Healthcare Marketing Strategies

Data-Driven Decision Making

Referral Marketing Strategy

Budget Management & Allocation

Market Research & Analysis

Cross-Functional Collaboration

Effective Communication

Stakeholder Management

Strategic Planning

CRM Software Proficiency

Campaign Coordination & Management

ARAVIND SYAM

Marketing Professional



EMPLOYMENT OUTLINE

May 2022 - July 2024

Caritas Hospital and Institute of Health Science, Kottayam

Executive - Healthcare Promotions

Key Deliverables:

- **Brand Presence and Patient Engagement:** Spearheaded marketing initiatives that significantly improved the hospital's brand presence and patient engagement.
- **Marketing Leadership:** Led strategic planning and research initiatives to identify new revenue opportunities within existing markets, using innovative approaches, service segmentation, and customer experience enhancement.
- **Campaign Coordination:** Coordinated and executed over 50 medical camps across diverse regions, including both urban and rural areas in Kerala.
- **Agency Relationships:** Fostered and maximized exposure of the hospital and its services across all media channels through creative marketing strategies.
- **Referral Strategy:** Developed and implemented referral marketing strategies across various regions, leading to increased patient inflow.
- **Budget Management:** Efficiently managed and allocated marketing budgets, optimizing resource utilization.
- **Customer Engagement:** Oversaw and developed multi-channel marketing campaigns, resulting in a 43% increase in customer engagement.
- **Effective Communication:** Acted as a credible and articulate spokesperson for the hospital, ensuring effective communication across multiple channels to engage external communities about the hospital's offerings.
- **Brand Awareness:** Launched marketing plans that integrated offline and online strategies, significantly increasing brand awareness and loyalty.
- **Enhanced Customer Experience:** Maintained the exclusive value of the current customer experience while creating scalable methods to add value for existing and prospective customers through technology and community connections.
- **Subsidiary Centers:** Successfully initiated and established subsidiary centers for the hospital, expanding its reach and service capabilities.
- **Expansion Initiatives:** Formulated new business strategies to enhance market share and overall hospital performance.
- **Stakeholder Collaboration:** Worked closely with internal stakeholders, including IT and Operations, to ensure the seamless execution of new marketing ideas aligned with consumer, commercial, and wealth management needs.
- **Data-Driven Decision Making:** Analyzed and utilized marketing data to support informed management decisions, driving more effective marketing strategies.



INTERNSHIPS

May 2021 - July 2021

Outlook Group

Marketing Intern

Key Deliverables:

- **Market Research & Budgeting:** Conducted research and contributed to marketing campaign budgets and forecasts.
- **Data-Driven Insights:** Analyzed data to support senior management in marketing decision-making.
- **Campaign Financial Planning:** Assisted in planning and tracking marketing spend, identifying trends for actionable insights.
- **Team Collaboration:** Worked with finance and other teams to ensure accurate reporting of marketing budgets.

ACADEMIC CREDENTIALS

- **Master of Business Administration in Finance and Marketing** from Marian Institute of Management, Kerala in 2022.
- **Bachelor of Commerce in Computer Applications** from Christ College Puliyanmala, Kattappana, Kerala in 2020.
- **Higher Secondary Education (Commerce Stream)** from St. Thomas Higher Secondary School, Erattayar, Kerala in 2017.
- **Secondary School Education** from Government High School, Erattayar, Nalumukku, Kerala in 2015.

PERSONAL DOSSIER

- Languages Known: English
- Location: Dubai, India
- LinkedIn:
<https://www.linkedin.com/in/aravind-syam-4358a21b7/>

May 2021 - June 2021

Learnovate Ecommerce

Marketing Intern

Key Deliverables:

- **Budget Monitoring:** Assisted in managing marketing budgets and optimizing resource allocation.
- **Audit Preparation:** Supported the preparation of marketing financial reports for internal audits.
- **Data Reconciliation:** Ensured financial accuracy by reconciling marketing budget discrepancies.
- **Performance Tracking:** Monitored marketing spend to provide insights for better campaign performance.



PERSONAL PROJECTS

- **Online Shopping Among Youth (Christ College):** Conducted a survey revealing that 90% of students were satisfied with online shopping, gaining insights into consumer behaviour.
- **Industry Analysis of United Breweries:** Detailed study and analysis of United Breweries' market activities during a summer internship.
- **Impact of Advertisement on Buying Behavior (ITC Aashirvaad Atta):** Surveyed the impact of advertising on consumer purchasing behaviour, deepening my research skills.



TECHNICAL PURVIEW

- Google Ads
- Social Media Management
- Microsoft Office Suite
- Market Research Tools
- Data Analytics Tools
- CRM Software